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News Letter

American Management Association
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No. 84

July 27, 1931

Packaging and Packing and Shipping Exposition

Week of March 7, 1932, Chicago

A second Exposition will be conducted by the Association at the Palmer House, Chicago, throughout the week of March 7, 1932. It will be a Packaging, Packing and Shipping Exposition, a broadening of the successful Packaging Exposition held in New York City in May of this year.

It will be concurrent with, and a feature complementing, conferences on packing and shipping, packaging, production and consumer marketing which will be held on the same dates on the same floor of the Palmer House.

The preliminary Exposition arrangements have already been completed, there being advance indications of widespread interest, and the efficient preparation for and conduct of a creditable exposition of substantial size requiring many months of effort.

The development and management of the Exposition have been entrusted to the organization which acted for the Association in these capacities in connection with the Packaging Exposition in May: Roberts Everett Associates, 225 West 34th Street, New York City, telephone Chickering 4-6284.

Company members of the American Management Association will have the privilege of priority in the leasing of display space in the Exposition until August 15. No general announcement of the Exposition will be made until the current announcement is in the hands of American Management Association members who, if interested, should communicate directly, by letter, telegraph or telephone, with Roberts Everett Associates.

IRWIN D. WOLF, Secretary, Kaufmann Department Stores, Inc., and Vice President in Charge of the Consumer Marketing Division, has also accepted the Chairmanship of the Committee in Charge of the Exposition.

Packaging and Consumer Marketing Conference and Clinic

On March 7, 8 and 9, a Packaging Conference and Clinic and a Consumer Marketing Conference will be held at the Palmer House. One day will be devoted to a repetition of the extremely interesting and dramatic Packaging Clinic conducted by MR. WOLF in May of 1931.

One other day will be devoted to a discussion of various packaging problems and the third day to other consumer marketing problems.

Probably the general theme will be: **The Effect of Mechanization on Consumer Marketing.**

Suggestions for topics for the Packaging Conference and Clinic and for the Consumer Marketing Conference are invited.

Packing and Shipping Conference

Paralleling the Packing and Shipping Exposition there will be a two day conference devoted to packing and shipping on March 10 and 11 or 12 at the Palmer House. This program will be designed especially to interest those who have to do with packing and shipping problems, in other words, to the problem of the outside container or other devices for packing and shipping.

The Association will welcome suggestions of topics to be included in the program, particularly problems which members would like to have discussed at this conference.

Production Conference

The annual Production Conference of the Association will be held during the same week as the Packing and Shipping and Packaging Exposition.

The general theme for the Production Conference is: **Five Year Planning for Production Management.**

The topics selected for the program are:

Organizing for Change in Production Management.

Anticipating the Effect of Merchandising and Marketing on Production.

Anticipating Trends in Factory Equipment or What is Going to be the Future of the Machine in Production Management.

Estimating the Labor Outlook.

Suggestions for elaboration of these topics are invited.

Industrial Marketing Conference

The program for the Industrial Marketing Conference at Cleveland, October 21, 22 and 23, 1931, is announced as follows:

Wednesday, October 21

Morning Session

Product and Market Research. Paper by person to be announced.

Defining and Locating the Buyer and the Line of Buying Influence. Paper by RUDOLPH W. STAUD, Advertising and Sales Promotion Manager, Benjamin Electric Manufacturing Co.

Afternoon Session

The Use of Engineering Service in Selling. Paper by RAYMOND S. PERRY, Vice President, Ingersoll Milling Machine Company.

Industrial Sales Budgeting Coordinated with Potential Market and Sales Analysis. Paper by E. S. LA ROSE, Assistant Comptroller, Bausch & Lomb Optical Company.

Evening Session

Statistical Data Needed in Measuring Market Demand. Paper by T. M. McNIECE, Manager, Sales Records & Research, Union Carbide Company; Chairman of the Industrial Marketing Research Committee, American Management Association.

Thursday, October 22

Morning Session

Using Salesmen in Industrial Market Analysis. Paper by person to be announced.

Instalment Selling of Industrial Equipment. Paper by H. B. LEWIS, Vice President, Commercial Credit Company.

Afternoon

Developing an Industrial Paper by C. S. CARNEY, Vice President, Engineering Company.

Determining Whether or Not to Sell Through Dealers or Agents. Paper by ROST, Marketing Editor, The Director of Service and Distribution, Publishing Co.

Evening Session

Effective Methods of Attracting Buyers to Modernize Equipment. By speakers to be announced.

Friday, October 23

Northern Ohio Export Conference. Industry Abroad.

New Members

The following have joined the Association since the last year:

Companies

Class D

Dupont Cellophane Company
Einson-Freeman Company, Inc.
General Foods Corporation
Hoffman Beverage Company
Package Machinery Company
Reading Iron Company
Trustees System Service Co.
Wagner Electric Corporation
Zurich General Accident & Life Insurance Co.

Limited

American Colortype Co.
Barber-Greene Company
The Chas. E. Bedaux Company
Board of Industrial Counselors
Breskin & Charlton Publishing Co.
Brown, Crosby & Co., Inc.
Brown, Crosby & Co., Inc.
P. H. Davis Tailoring Co.
Ever Ready Label Corp.
B. C. Forbes Publishing Co.
Fostoria Glass Company
Lowe Paper Company
Norton Laboratories
Walter N. Polakov & Co., Inc.
Lansing B. Warner, Inc.

From Other Countries

Dominion Boxboards, Ltd.—Canada
McCannel Bros. & Co.—Canada
Hydro-Electric Power Commission

Individuals

Thirty individual members joined the Association since May 15, 1931.

noon Session

Industrial Sales Pricing Policy.
r, Vice President, The Trundle
ther or Not to Sell Direct or
r Agents. Paper by FRED
tor, *The Business Week*, and
nd Distribution, McGraw-Hill

ning Session

s of Convincing Industrial
e Equipment and Methods.
announced.

y, October 23

ort Conference on Selling to

w Members

joined or revised their mem-
ation since May 15, 1931.

Company

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poration
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t Company of Pacific States, Inc.
Counselors, Inc.
Publishing Corp.
o., Inc., New York
o., Inc., Philadelphia
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& Co., Inc.
Inc.

Ltd.—Canada
o.—Canada
er Commission—Canada

ndividual

members have joined the Asso-
1931.

Extra Copies of Publications Available to Members Only on Industrial Marketing

- ☐ An Approach to the Problem of the Development of Industrial Salesmen—I. M. 10..... \$.75
By W. A. McDERMID, Consultant in Sales Manage-
ment.
- ☐ Industrial Marketing Research—I. M. 11..... .75
By WALTER EMERY, Director of Commercial Research,
United States Rubber Company.
- ☐ Industrial Marketing Data—I. M. 12..... 1.00
Sources of information in the Department of Com-
merce:
Bureau of the Census, Bureau of Foreign and
Domestic Commerce, Bureau of Mines and Bureau
of Standards.

Insurance

- ☐ Multiple Location Floater Insurance—Ins. 1..... \$.50
By ALBERT W. PELL, Treasurer, Lamont, Corliss &
Company.
- ☐ Ocean Marine Insurance—Ins. 2..... .50
By ALAN M. MACINTIRE, Assistant Treasurer, United
Fruit Company.
- ☐ Products Liability Insurance—Ins. 3..... .50
By L. H. WIGGERS, Insurance Manager, The Procter
& Gamble Company.
- ☐ Inland Marine Insurance—Ins. 4..... .50
By ALAN M. MACINTIRE, Assistant Treasurer, United
Fruit Company.
- ☐ Use and Occupancy Insurance—Ins. 5..... .50
By P. D. BETTERLEY, Assistant Treasurer, Graton &
Knight Company.
- ☐ Employers' Public and Contingent Liability Risks—
Ins. 650
By D. M. LOUGHMAN, Insurance Director, General
Outdoor Advertising Company, Inc.
- ☐ Catastrophe Hazards—Ins. 750
By P. D. BETTERLEY, Assistant Treasurer, Graton &
Knight Company.
- ☐ Stabilizing a Business Enterprise Through Life
Insurance—Ins. 850
By EDWARD M. McMAHON, Second Vice-President,
The Chase National Bank of the City of New
York.

Shop Methods

- ☐ Shop Methods—S. M. 1..... \$1.50
By P. L. DILDINE, E. E. BRINKMAN, W. T. FOULTZ,
R. H. MAXSON and S. M. WOODWARD.
- ☐ Process Development—S. M. 2..... 1.50
By C. A. PURDY, G. E. SCHULZ, E. O. LARSON,
GEORGE S. CASE, LEONARD BAKER, C. E. STEVENS,
C. W. BROSTEDT, R. C. BENNETT, JOHN D.
LANNON and JOHN W. HALLOCK.

Office Management

- ☐ Office Working Conditions and Extra Compensation Plans—O. M. 30..... \$1.00
By H. J. TAYLOR, Assistant to President, Personnel,
Jewel Tea Co., Inc.
- ☐ Training Office Supervisors in Carrying Out the Company's Personnel Program—O. M. 31..... .75
By H. H. TUKEY, General Supervisor of Education and Training, Western Electric Company, Inc.
- ☐ Measuring Office Output—O. M. 32..... 1.00
By MARION A. BILLS, A. C. FARRELL, H. B. HILL
- ☐ Development of Office Methods—O. M. 49..... 1.00
By W. W. BEERS, General Auditor and General Method Accountant, Western Electric Company.
- ☐ Job Analysis as a Basis for Payment According to Output—O. M. 53..... .75
By CHALICE KELLY, Head of Research Division, Industrial Relations Department, Union Carbide Company.

Consumer Marketing

- ☐ Progressive Packaging—C. M. 6..... \$1.50
By C. B. LARRABEE, BEN NASH, ARTHUR H. OGLE, JOHNSON ROGERS, EDWARD DAHILL, ARTHUR S. ALLEN, D. E. A. CHARLTON, J. D. MALCOLMSON, H. H. JONES, C. F. WILDING, E. C. PRESTON, L. B. STEELE, HOWARD OTTEN and ERNST B. FILSINGER.

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The Association prints a small supply of extra copies of publications in order to meet the needs of members who wish extra copies for distribution within the company.

From the list prices

Individual members may deduct 20%
Company members may deduct 50%
and there are additional discounts
for quantities 26-100, 101-250, etc.

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AMERICAN MANAGEMENT ASSOCIATION

20 Vesey Street

New York, N. Y.

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